MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/ 2019

BMK2844 – MARKETING COMMUNICATION

(DISTANCE EDUCATION)

6 MARCH 2019
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages only (including cover page).
2. Answer **ALL** the questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Answer **ALL** the questions.

QUESTION 1

Consumers experience different forms of problem recognition during the decision making process. Explain FIVE types of problem recognition and give an example for each type of problem.

(Total 25 marks)

QUESTION 2

Discuss how one of the consumer response models could be used by a company such as Apple in planning for the introduction of a new product such as the iPad.

(Total 25 marks)

QUESTION 3

Find an example of an ad or campaign that you think reflects one of the approaches used to develop a major selling idea such as unique selling proposition, brand image, inherent drama, or positioning. Discuss how the major selling idea is used in this ad or campaign.

(Total 25 marks)

QUESTION 4

Discuss the role of social media in an IMC program and explain how this media contributes in regard to helping marketers achieve communications objectives.

(Total 25 marks)

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